South Park Stakeholders Group – DISI Committee Meeting
Wednesday, March 11, 2015, 9:30 AM
1333 S. Hope St, Los Angeles, CA 90015

<u>*Committee Members:*</u>   Gee Padilla, Terri Toennies, Virgina Wexman, Terry Rubinroit, Jim Pugh, Robin Bieker, Jon Shapiro, Dawn Davis, Richard Wu, Steven Bledsoe, Michelle Heilpern

<u>*Staff:*</u>   Jessica Lall, Amanda Irvine, Jessica Mandelbaum, David Moreno

<u>*Guests:*</u>   Hilary Lentini, Tory Black Smithe, Jennifer Rustigian, Diran Yanikian

<u>MINUTES:</u>
Meeting called to order at 8:36am.

Item	*Discussion*	*Action taken?*
Public Comment /Introductions	No public comment	*No action taken*
Website RFP Finalist Presentations **a. Lentini** **b. Push PR**	SP BID has been undergoing a process to redesign the website. Amanda worked on an RFP, which we discussed at last DISI meeting. Interviewed 4 of the 5 over the phone and brought 2 forward in the process to present today. Today we'll be selecting whom we will be moving forward with. There is a scoring rubric on your chair. Really looking for a company that can accomplish this: with mobile responsiveness, within our budget, integrated with social media and other elements, Google analytics, back end updated by Amanda, and a reasonable maintenance plan. Website needs to serve the tourists and well as locals. <u>Lentini</u> **Hilary** - We understand the variety of users of the SP website, and a new website will deepen connections and broaden to new ones. Been in business since 1990 in many arenas. Member of National Association of Women Owned Business. Worked with non-profit, public, and private clients. Branding, development (all things print) plus web development skills. SEO and SEM optimization is a key. You should be able to get to where you need to be on the site within 3 clicks. Examples of	*Michelle motions to select PUSH PR as our web design firm pending a specific contract that outlines exactly what we approve financially. Jim seconds. All in favor none opposed.*

websites we've built include:

- Lauren Shlau's new website – interactive slider on home page. Can see her specializations at a glance. Every website is responsive – means it knows what device it is pulls up on, and works on mobile devices.
- CA Construction Expo – joint project with Metro Water District and LAWA and POLA. Have branded this conference and have worked on it the last 9 years.
- RCCA is a 3rd party administrator of workers compensation – dry content but we infused with interactive and interesting features.
- Michelle Whiting – a non-profit consultant website. Unique is that there's a grid pattern that animates. Home pages are designed to have an "at a glance" of all of the content on the site.
- West Adams Heritage Assoc., a preservation organization. Classic, historic look in design. All their dream content was organized on home page.
- A business-to-business produce company. Lots of motion and color on home page.
- Colacion Studio, luxury interior designers.
- Medical Practice Purchasing Group – enlivened dry content.
- Gen7 Schools, eco-friendly modular school builder, with them for 5 years.
- UCI Mind Institute lots of content on home page, which was client-driven.

Designers and marketers as well as coders on the Lentini team. Key personnel – Hillary has 20 years of experience in many arenas, and Tory is our day-to-day contact. Lenna Hanson is a designer. Two other programmers will work on the project. Have many certifications as a team.

Scope and budget: Initiate project with discovery phase – hope and dreams for new site, challenges with current site. Then work on design, have some back and forth with feedback and refinement. Next is into building and

programming phase. Working on integrating organic SEO – having it show up in searches like Google. Additional associated costs are monthly hosting, platform and plugin updates.

Maintenance is $125/hr but the goal is that you don't have to use that very much at all. Will come up with a list of things you need to know so you can do much of it on your own.

Schedule is 12 weeks total (3 weeks discovery). Visuals are important and we have royalty free images SPBID can use. Weeks 4-6 finalizing design and pulling together all content. You will be asked to fill in an architecture document where you fill in the sections you want to have. Can be updating current website so we can migrate it over easily. Weeks 7-9 is heavy building of site. Weeks 10-12 we're testing it and debugging it, then launching. Post launch is when you are trained on how to use the back end.

Wordpress – would be good to stay with as content management system.

Timeline is a little longer than initially discussed – the quicker SPBID gets them info, the quicker it moves.

Jessica Lall – What would be your first ideas based on our current website?

Hilary Lentini – Too many words and not enough images on current site.

Tory Black Smithe – Different stakeholders are users, it's confusing now. Who are you talking to and why? How are different users going to navigate? When you build it, they don't just come. You have to put out some "search engine candy". We will consider how we leverage the content that's already on the site and local assets.

Hilary Lentini – Need a voice for all the different potential users.

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Jessica Mandelbaum – Knowing what you do about this BID, how would you organize the website? Can you show us examples?

Tory Black Smithe–We'll be visiting inspiration sites, but we haven't talked with you yet about functionality so we don't have examples yet. It will be mobile friendly and the reach out to the visitors you have.

Jessica Mandelbaum – How do you guide us to the site we deserve not just what we think we need?

Hilary Lentini –Through discovery phase we'll find what you're saying and not saying. I don't even like the other BID's sites, so we'll do something totally new.

Tory Black Smithe – It starts with a visual, what are you drawn to. We get to know your content so well that we can look at it from the outside and leverage it.

Hilary Lentini – In the first steps after discovery you'll see how we would organize information.

Michelle Heilpern – Once site is designed, can we expand as we move forward? Not just pages, but expanding the content and updating in terms of cost.

Hilary Lentini – Not our goal for you to be dependent on us. Wordpress is an excellent platform for expansion. New plugins and features that can be styled to match the site. Interface/main design will probably be good for 3-5 years. Changing the imagery will be easy, but the containers will need to stay the same without hiring us to redevelop.

Richard Wu – 1. Wordpress is the only CMS you would recommend? 2. Is there a guarantee of better search results with SEOs? 3. First meeting would be helpful to see visuals of elements we like. 4. Do you develop apps as well? 5. How close could the mobile version be to an app? 6. Splash pages, how do you feel about them?

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Hilary – 1. Yes, for this case. 2. There is no guarantee, but the goal is to get us higher in web results. 4. It would be more expensive to start over, could help you re skin your current app to match the website. 5. Mobile version could replace the app. 6. We don't like to do those.

Jon Shapiro – Recommendation with SEO: have other vendors and companies in the area connect back to us.

Jim Pugh – Lots of stakeholders and potential users. Are there any layers that could be password protected?

Hilary Lentini – Not in the current scope but could be created.

Gee Padilla – Social media integration: how will you cross promote? What kind of content?

Hilary - We use "Share This" – brings in all social media channels, so users on any page of site. Events, Yelp, restaurants, businesses, news articles – anything you'd like.

PUSH PR

The company has 30 years of community building: worked with different arenas offline, and now is part of online world as well. PUSH PR was born out of Consensus Inc. Have partnered with our tech partner who has 16 years of web development for this presentation. Work in all kinds of creative for our clients. Focus is design for a community – opportunity to put the neighborhood first. Our expertise is in that so that's our lens.

Two big ideas – 1. Smart website that reflects the neighborhood. 2. Revenue generating website.

It is now a static information hub – lets put some ads on there and gain some revenue. Would like to integrate into the newsletter, etc.

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We want the website to be for the neighborhood. There's now a lot of green and a lot of text. We want to use a lot of photography, update the visuals. We really like the Downtown Brooklyn website as an example of this. Information architecture is important. Current website started small and added pages to it gets out of control. Make it simple – what to do, where to go should be easy. Want to make it visually appealing, easy to use, rich content.

Website has become a Frankenstein. Want to use Wordpress with paid plugins and a lot of testing. Since we're there to build it we can add on without making it too big and bulky, keep it streamlined.

Approach and schedule – Development schedule and planning to start. User experience – what belongs on each page, what does the navigation look like. Then we turn it over to our developers. Everything is being documented so everything you expect will become reality. Next step is a kick off meeting for about 90 minutes.

Budget – Just below allocation with $8,000, will start with a template website. Completely new design is twice as much at $15,000.

Maintenance – Basic support is $95/hr. Backups and restores, training etc. Next level of maintenance is $150/hr, when a web developer is needed.

You should expect development support is every 6 months or so, and basic support probably 3 hours a month. Really interested in SEOs and analytics, and optimizing your web outreach and presence.

Jessica Lall – Can you talk about how the SEO/Analytics process would work?

Diran Yanikian – Would dive into analytics and see what pages are being visited. Are people clicking on these buttons? If a mobile user visiting different stuff than on

the desktop, we can organize information differently. Later down the line, integrate into the dashboard of Wordpress. Break down all the goals – where do we want to drive people?

Jessica Mandelbaum – What if they were not set up properly?

Diran Yanikian – We'd set that up in the beginning to make sure we are looking at the right places.

Richard Wu – This is all included in the cost?

Jennifer Rustigian – Yes. We can put that info up front to prioritize.

Richard Wu – You would recommend Wordpress?

Diran Yanikian – Yes we would stick with that.

Richard Wu – Do you recommend splash pages?

Diran Yanikian – No, users don't like those.

Richard Wu – Where are you located?

Jennifer Rustigian – In the Reef, south of the 10 freeway.

Richard Wu – Can you talk about SEOs? Will you address how far we show up when one searches for South Park?

Diran Yanikian – We can control what it says on Google when you are searched for and what text comes up - we will work on that together. You're competing with Comedy Central, but we can probably get more info once we look more closely at the Analytics.

Richard Wu – Mobile app, can you replace with mobile version of the website?

Diran Yanikian – Yes, because we will use responsive

design. Same website will look different on a different platform. Is not a separate mobile app because it's more work to add a different element like that.

Jessica Mandelbaum – How about the timeline. Do you think that a week is a realistic discovery?

Diran Yanikian – Maybe up to a month is needed.

Jessica Mandelbaum – What is the process of consulting us on things we don't know? Guiding us towards things we don't even know we want?

Diran Yanikian – Would we research competitors and see what you might want to put it. We do not want to be reinventing the wheel but perfecting it.

Jennifer Rustigian – We have more ideas that don't fit in the budget right now. Maybe "Liking" on the business directory could be implemented and phasing it later with more money and time.

Jessica Mandelbaum – If the timeline were greater would budget increase?

Diran Yanikian – No it's based on scope of work. More hours are put in when there are more elements, but these elements will cost this amount.

Rich Wu/Terri Toennies– What about the custom design versus the template?

Diran Yanikian – For a template design, everything will be out of the box. We'll go above and beyond and it won't be a "clunker", we'll fix and adjust a website to customize for you. A completely custom website would take a lot more time and energy to create, design, and build.

DISCUSSION:

Jessica Lall – We don't have $16,000 in the budget to do a full customizable website with PUSH. If we spend

more money on this it only takes away from something else. Maybe this year we see what the $8,000 can get us, and we can look at allocating more for next year. We did allocate up to $15,000, but it will be $8,000 to start and we're going to need to allocate money for maintenance. Thus far, everything with the website has been in house.

Dawn Davis – I appreciated that PUSH was more specific to our needs, not showcasing all their other projects.

Jessica Lall – We had 45 min conversations with all of the proposers and chose these two from that group.

Steven Beldsoe – Wordpress program is stable, but how to we interact with the mobile consumers?

Richard Wu – Wordpress is actually very resizable for mobile versions.

Gee Padilla – Presentations were good, but liked PUSH's better. Lentini was the principle and liked that she came, but liked even better than PUSH brought the developer who would be doing the work.

Richard Wu – The template will be enough for what we need. Unless we needed some crazy capability that's not out there, templates are great for starting, and can be customized.

Michelle – I like that PUSH is community-based and focused on downtown.

Terry Rubinroit – Just looking at the business cards, its clear that these companies have different focuses. I like PUSH better.

Jon Shapiro– Cost was a little uncomfortable with PUSH. I'm afraid there are hidden fees and things we don't know we'll have to pay for down the road.

Jessica Lall – PUSH came in higher and we had to

Jim Pugh – Lentini seems more sophisticated and classic, but I couldn't read the presentation. With PUSH we'll need to have to make sure we get the level of sophisticated, serious element that I feel we would get from Lentini. Need to make sure that they understand the scope, and not just trying to make it modern.

Jessica Mandelbaum – PUSH kept bringing up add-ons; would Lentini give us more for the same cost? Possibly. I'm concerned about the cost structure.

Jon Shapiro – I felt more comfortable with Lentini as a company.

Jessica Lall – We will make sure that we get a scope of work and a contract that makes sure we get exactly what we want.

Richard Wu – I think Lentini is using a template to start their website designs as well. Its not that they would be building a site from scratch. They just didn't give us that option at all.

Terry Rubinroit– Like the idea ads and making more money from the site.

Jessica Lall – We can't charge people for things like CCA or the Chamber can but we've done web ads before and can do them again.

Utility Box Art Design Framework	We've done street banners in the past, but they're complicated and expensive and short term. We're thinking about skinning utility boxes instead, and integrating our logo in some designs. We would be skinning the boxes with vinyl with art created by local artists. We'll be paying $2,000 to Do Art to manage the process plus printing fees. Will put out a call to artists and have them respond to a theme, design 20 boxes. As opposed to 10 different artists where it looks a little chaotic and doesn't match the concepts we have already outlined for South Park, we'd like it to be a bit more	

streamlined and consistent.

Do we want to put our logo on it – if so, on four sides, on one side, etc.?

We can get these installed up for up to 3 years. We can look into replacing different ones in a year or two and rotate them in.

Steven Bledsoe - It would be good to coordinate with artists with the launch of the website.

Terry Rubinroit – All 40 would be done now?

Jessica Lall – No, probably 10 to start. Carmen can organize and we'll decide on some proposals at the next meeting. Estimated cost is currently up to $10,000. We will do a citywide call to artists – it has been done before in Pasadena. Carmen would manage all of this. We would pay Do Art the $2,000 fee and they would facilitate. Vinyl wrapping with graffiti coating is the medium.

(Looking at examples) Can be very vibrant, abstract, shadows, and ones that blend in to the background. But the idea is whatever we pick will look similar graphically across South Park.

Michelle Heilpern - The artists should take inventory of what we already have In terms of art.

Richard Wu – I would try to stay away from anything graffiti-ish. Not slide #13. Also I would prefer the logo on all 4 sides but subtly.

Michelle Heilpern – Curious about the process; I feel weird to be pre-deciding what we want on it. What we need is a list of objectives, what is the image we're trying to portray should come before the design look.

Jessica Lall – We have that information for the website, the branding campaign, etc. So far we're in more of a muted colors with elements of green. But today, we're trying to create that list for these boxes, which is why we need your feedback.

Michelle Heilpern – In general, I want to see crisp but urban, hip, not "beachy" or too young.

Terry Rubinroit – I like crisp. We don't want anything

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that looks like graffiti. Something more polished, not with the dripping edge. Defined shapes.

Jon Shapiro – I'd like to see a theme of what SP represents, and what landmarks we have, so there's a story that is told, geared towards what is nearby. Communicate the anchors of South Park, what the community represents.

Terry Rubinroit – That's great. Have the boxes tell a story, like a map, leads you to places.

Michelle Heilpern – I'd like to see a commonality among all of them, cohesiveness, more than the murals on the walls have. The murals are great, but these can be more connected.

Jon Shapiro – We should balance the history and what is coming up next for the area.

Gee Padilla– Do we have a creative brief for this, to guide these decisions?

Jessica Lall – Yes, we're working on one, but this is the brainstorming session for that brief.

Gee Padilla – Its public art, so it's a fine line of what we should dictate. Art is free and unrestricted, but we want it to match the area and fit in.

Steven Beldsoe – You can go with a QR code or something that has interaction, or link, or some connection and next step.

Gee Padilla – If we're requiring a logo, it's best to keep it outside of the art. Not ask them to integrate it, have separate real estate for it. We don't want it to be to "street", sophisticated but not too abstract or grungy.

Jon Shapiro – I would like bright colors to brighten up against the gray buildings and cars. Different cultures would be cool to represent too.

Jessica Lall – It sounds like something that stands out and tells a story is more what you want than blends in like the reflective ones.

Terry Rubinroit – I don't like the reflective ones. If you were not standing at exactly the right angle they would look really weird.

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	Dawn Davis – I like the concept of keying in on specific SP elements to highlight. We're in a weird space where it doesn't feel enough like a neighborhood, so lets start to get that feeling going. What a neighborhood looks like, in an aspirational way. Big trees plus the city. Neighborhood plus specific points. **Jim Pugh**– Logo should be on at least two sides. Branding connects it to everything else we're doing. Not too formal, but also not random would be my suggestion. Also lets give our logo real estate we need, not have them reinterpret the logo. **Jessica Lall** – CD 14 is giving different artists boxes to paint, primarily in the Historic Core. We'd like something more cohesive across South Park. **Jim Pugh** – Lets also include features of district coming in, like reflecting the LED lights on Figueroa. There are some abstract features that are coming in through lighting on new buildings. New projects might influence these in the future. **Jessica Lall** – Send to us your ideas of what tells the story and we will share with committee and Carmen. We'll go back to the Board and clarify the process.	
Review Google Analytics	*Tabled*	***No action taken***
Video Update	Will send around for further review.	***No action taken***
Announcements	*None*	***No action taken***
Next Meeting	May 13, 2015 at 9:00 AM	

Terri motions to adjourn meeting at 10:45.

NEXT STEPS:
- **Staff will:**
  - Move forward with the website redesign, beginning with writing a contract that outlines very specifically the cost structure.
  - Move forward with the utility box design program with Carmen at Do Art Foundation and the Board of Directors.
  - Send around a finalized video
  - Collect feedback on utility box designs.

Minutes taken by Amanda Irvine